



# PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 9/12/2012

**Client:** OH- PROTECT YOUR VOTE 2012 **Estimate:** 2684  
**Media:** TV **Description:** PROTECT YOUR VOTE 2012  
**Product:** ISSUE 2 **Flight Start Date:** 9/13/12 5:00:00 AM  
**Market:** Cincinnati **Flight End Date:** 9/22/12 4:59:00 AM

**Separation between spots:** 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Total Spots
<b>WKRC-TV</b>																
14	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$1,100.00	\$935.00	30	1	1	0	0	1	1	1	1	1	0	7
15	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$700.00	\$595.00	30	1	1	0	0	1	1	1	1	1	0	7
16	Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$650.00	\$552.50	30	0	0	1	0	0	0	0	0	0	1	2
17	Sa 8:00a-9:00a SAT ER SHW-CBS	WK	\$900.00	\$765.00	30	0	0	1	0	0	0	0	0	0	1	2
18	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$1,600.00	\$1,360.00	30	0	0	0	1	0	0	0	0	0	0	1
19	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$1,900.00	\$1,615.00	30	1	1	0	0	1	1	1	1	1	0	7
20	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$2,000.00	\$1,700.00	30	1	1	0	0	1	1	1	1	1	0	7
21	Sa 6:00p-6:30p NEWS	EN	\$850.00	\$722.50	30	0	0	1	0	0	0	0	0	0	1	2
22	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,200.00	\$1,870.00	30	1	1	0	0	1	1	1	1	1	0	7
23	Sa 11:00p-11:35p LATE NEWS	LN	\$2,200.00	\$1,870.00	30	0	0	1	0	0	0	0	0	0	1	2
24	Su 11:00p-11:35p LATE NEWS	LN	\$2,200.00	\$1,870.00	30	0	0	0	1	0	0	0	0	0	0	1



# PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 9/12/2012

**Client:** OH- PROTECT YOUR VOTE 2012 **Estimate:** 2684  
**Media:** TV **Description:** PROTECT YOUR VOTE 2012  
**Product:** ISSUE 2 **Flight Start Date:** 9/13/12 5:00:00 AM  
**Market:** Cincinnati **Flight End Date:** 9/22/12 4:59:00 AM

**Separation between spots:** 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots	
						9/13	9/14	9/15	9/16	9/17	9/18	9/19	9/20	9/21	9/22		
WKRC-TV																	
					Total Spots:	5	5	4	2	5	5	5	5	5	4	45	
Total Cost:			\$68,300.00	\$58,055.00													
Total																	
SEP 12			\$68,300.00	\$58,055.00													45

Signature: \_\_\_\_\_

Disclaimer:



# Summary by Station/System

Date: 9/12/2012

**Client:** OH- PROTECT YOUR VOTE 2012    **Estimate:** 2684  
**Media:** TV    **Description:** PROTECT YOUR VOTE 2012  
**Product:** ISSUE 2    **Flight Start Date:** 9/13/12 5:00:00 AM  
**Market:** Cincinnati    **Flight End Date:** 9/22/12 4:59:00 AM

**Separation between spots:** 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	45	\$68,300.00	100%	\$58,055.00	100%
<b>Market Total:</b>	45	\$68,300.00		\$58,055.00	